What is Multimedia?

Multimedia is a grand culmination of many ideas rooted in the centuries-old traditions of human communication and content production.

It is the peak of all known mass media, social interaction, and the process of communication.

Multimedia encompasses anything and everything to do with the multisensory exchange of information and stories within a culture.

Multimedia serves as a prevalent force in human communication today.

What is Media?

Media is a "way of transmission".	Media uses different technologies to record and send information to others.

What is Medium?

Medium is a channel where ideas, information and meaning go through as they travel from one point to another.	Every medium has a native and structure form through which it delivers content.

Old Media

Old Media has become identical to the 7 forms of mass communications that are apparent in today's modern times. A reminder of last century's past models of mass communication.

Newspapers	Magazines
Television	Sound Recordings
Film	Radio

What is Traditional Media?

It is defined as a set of monolithic industries with discreet practices and workflows that are propriety to specific segments of creative workforce.

Characteristics of Mass Media

These are the products of large organizations that operate at a great expense.

These are directed toward a relatively large, heterogenous, and anonymous audience.

These are publicly transmitted and timed to reach most audience members simultaneously.

Characteristics of Old Media

Large Organizations	Old Media are products of large companies and organizations that operate with expensive fundings. They employ a huge number of people with specialized skills and job functions to produce media content.
Large Audiences	Foundations of Old Media is enhanced to connect to a large, anonymous and varied audience. This group of people that are the receivers of Mass Media are called "mass audience".
Simultaneous Delivery	Mass Media are publicly spread and timely to to teach the audiences instantaneously. By using expensive systems, they are able to distribute media products to their consumers on time.

Characteristics of New Media

Early 1980's saw the progress from Old Media to New Media. Famously known as the digital revolution, it significantly changed the ways of how people work, produce and interact.

This era also opened new ways and opportunities to production and distribution of media content.

Nicolas Negropente (1995) "From atoms to bits."	Atoms; Printed matter. Bits; Electronic format.

The computer assumes a dominant role in the era of new media. Lev Manovich (2001).

Principles of New Media

According to Manovich, there are 5 principles of new media that mirror the "general tendencies of a culture undergoing computerization."

Numerical Representation	New media objects can be defined as an equation or mathematical function.
Structural Modularity	New media objects hold individuality even when joined with other media objects in a large-scale project. This is possible since the computer sees each structural element in a design as a distinct mathematical object or expression. (Costello, et, al., 2012).

Principles of New Media (cont)

Variability	New media objects aren't limited nor fixed in a single format: these objects can have several versions. Just like how creating a .docx file format can be changed into a PDF, a JPEG, or a PSP photoshop format among others.
Cultural Transcoding	According to Manovich, cultural transcoding means the bi-directional influence of computers and human culture acting reciprocally on each other.
	It is divided into two competing parts: The cultural layer and the computer layer. It is a mix of human and computer meanings.

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